INFOSYS OFFERINGS IN CUSTOMER EXPERIENCE

Customers have changed in the way they interact with an enterprise. They consume products and services across various channels today and the process of seeking, procuring and servicing goods have become more personalized and virtualized simultaneously. Buying behaviors and business engagement models are shifting from conventional ways to a whole set of new 'next-gen way' of interactions. An inconsistent and disjointed customer experience can cost an enterprise its very own existence in spite of having the most advanced product features in the market. Customer experience (CX) transformation for an enterprise will involve leveraging the following enablers to deliver superior customer experience, higher customer retention & loyalty and enhanced brand value.


| CROSS CHANNEL ENGAGEMENT | MOBILITY BASED SMART SERVICES | LEVERAGING SOCIAL MEDIA | REAL-TIME MULTI-DIMENSIONAL MARKET INTELLIGENCE | ZERO FOOTPRINT IT APPLICATIONS |

Figure 1: Complete CX Enablers

Infosys CX Platform

Within CX space, numerous products are available which offer niche features and functionalities. For a holistic CX implementation, features/ processes from multiple products need to be leveraged to orchestrate desired end to end business processes. Infosys CX platform, jointly developed with Oracle, offers a mechanism to synergize multiple Oracle CX products and enterprise applications to facilitate orchestration of processes across the applications and social media channels like Facebook, Twitter etc. Based on the SOA based Oracle Fusion Middleware, this platform offers a scalable mechanism for enterprises to implement the CX roadmap in a seamless manner.
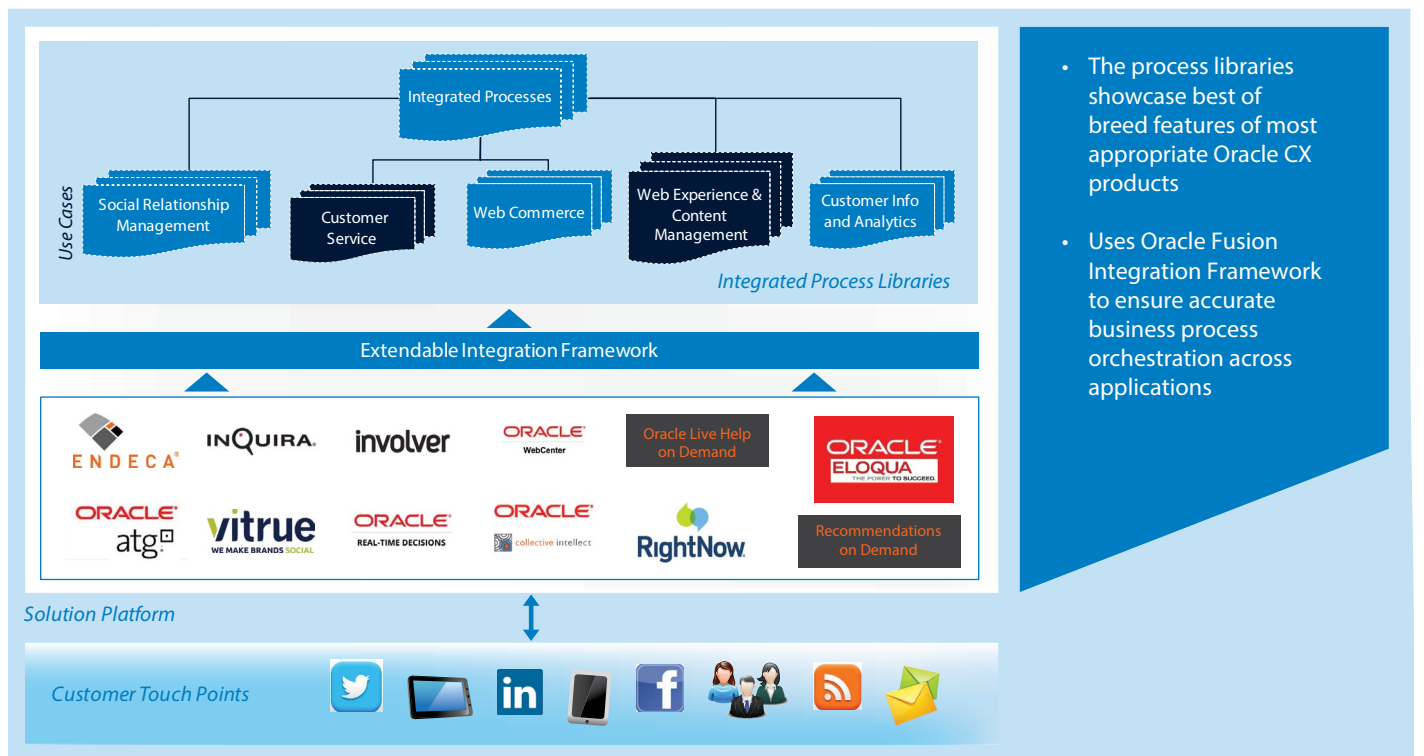
- The process libraries showcase best of breed features of most appropriate Oracle CX products

- Uses Oracle Fusion Integration Framework to ensure accurate business process orchestration across applications

Figure 2: Infosys CX Platform

Solution Offerings

Infosys CX solutions leverage experience gained from multiple large customer engagements globally. Our solutions empower enterprises with key building blocks to build an enterprise for a better future that caters and delights the next-gen customer base. The solutions deliver business capabilities which enable enterprises to generate profitable revenues from seamless and intelligent customer experience, and also improve customer satisfaction and employee productivity. The solutions provide strategies, process models, frameworks and software to design, manage, optimize and benefit from end-to-end customer experience. Figure 3 shows an illustrative depiction of our pre-integrated solution use cases built as part of the CX platform.

Solutions	Unified Sales Experience	Cross Channel Service	New Product Introduction	New Product Performance
Solution Description	• Consistent ordering experience across online, call center and retail channels • Personalized and guided buying experience • Intelligent product recommendations	• Seamless customer service experience across online, call center, retail, social and mobile channels • Self-care capabilities through knowledge base and self help	• Multi-channel campaigns with real time dashboards • Customized promotions • Knowledge base and self help for self service on product features	• Real-time social monitoring • Personalized recommendations & intelligent cross/up-sell • Personalized loyalty offers to customers
Value Proposition	• Multi-channel personalization • Reduced shopping cart abandonment • Increased sales revenue	• Faster resolution time • Higher customer satisfaction • Reduced cost of service	• Higher return on marketing investment • Increased product top of mind recall	• Increased promotion effectiveness • Longer product lifecycle • Increased conversion rate

Figure 3: Infosys CX Platform: Prebuilt Use cases

Value Proposition

• Personalized customer buying and service experience across all customer touch points, including web, contact center, mobile devices, social media, physical stores and more
• Single view of customer across channels maximizes sales and service revenues through intelligent and consultative selling
• Increased effectiveness of all customer-facing functions by communicating with the customer at the right time on the right channel with right information every time
• Actionable customer insights using predictive intelligence models on cross channel data spanning store, social, web and mobile

Infosys Advantage

• Pioneered application of predictive analytics to cross-channel buying/service behavior of customers across traditional and new emerging channels.
• Innovative solutions for unified customer experience built on Eloqua, Oracle Commerce, Oracle Endeca, Oracle Webcenter, Oracle Knowledge Management, Oracle Social, Oracle CRM, Fusion CRM and RightNow while leveraging Infosys IP components.
• Caters to entire customer experience journey of clients including CX consulting, road-mapping, architecture philosophy, value mapping, package evaluation, implementation, system integration and RoI measurement.
• Managed services including cloud based infrastructure and software license management.
• Leading SI to truly integrate all customer facing channels such as retail store, online store, mobile channel, social media with back end order management, merchandising, product, MDM and CRM applications on Oracle product suite.

For more information, contact askus@infosys.com

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